

Please type a plus sign (+) inside this box → +

PTO/SB/81 (02-01)

Approved for use through 6/30/99. OMB 0551-0035
Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**POWER OF ATTORNEY OR
AUTHORIZATION OF AGENT**

Application Number	10/699,498
Filing Date	October 31, 2003
First Named Inventor	IIJIMA, Akio
Title	SYSTEM AND METHOD FOR DELIVERING AND MANAGING ADVERTISEMENTS
Group Art Unit	3623
Examiner Name	BÖYCE, ANDRE D
Attorney Docket Number	P-71045-US

I hereby appoint:

Practitioners at Customer Number

49443

Place Customer
Number Bar Code
Label here

OR

Practitioner(s) named below:

Name	Registration Number	Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the Patent and Trademark Office connected therewith.

Please change the correspondence address for the above-identified application to:

The above-mentioned Customer Number.

OR

Practitioners at Customer Number

49443

Place Customer
Number Bar Code
Label here

Firm or
Individual Name

Pearl Cohen Zedek Latzer, LLP

Address 1500 Broadway

Address 12th Floor

City New York State NY ZIP 10036

Country USA

Telephone (646) 878-0800 Fax (646) 878-0801

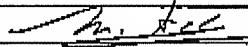
I am the:

Applicant/Inventor.

Assignee of record of the entire interest. See 37 CFR .71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name Masahiro OTSUKA Director of Legal Affairs Division, DENTSU, INC.

Signature 

Date July 1, 2008

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

Total of 1 forms are submitted.

Burden Hour Statement: This form is estimated to take 3 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.